Maharashtra Tourism Policy २०१६

Department of Tourism & Culture Affairs

Government of Maharashtra

Tourism Policy of Maharashtra -2016

Government of Maharashtra,
Tourism and Cultural Affairs Department,
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Read :

१) G.R., H.D.(Tourism) No.MTC-१०९१/C.R.४०९/Tourism, dated ३०th November १९९३.

२) G.R., H.D.(Tourism) No.MTC-१०९७/C.R.८५२/Tourism, dated २६th November १९९७.

३) G.R., H.D.(Tourism) No.MTC-०३९९/C.R.२०१/Tourism, dated ७th April १९९९.

४) G.R., H.D.(Tourism) No.MTC-०३९९/C.R.१४२/Tourism, dated ८th July १९९९.

५) G.R., H.D.(Tourism) No.MTC-२०००/C.R.२४२/Tourism, dated ३१st July २०००.

६) G.R., H.D.(Tourism) No.MTC-२००१/C.R.२३/Tourism, dated १६th September २००२.

७) G.R., Tourism and Cultural Affairs Department, No.MTC-२००५/२/C.R.१७२/Tourism, dated १६th December, २००६.

1 Maharashtra Tourism Policy - 2016 at a Glance

Highlights of the २०१६ Maharashtra Tourism Policy are as follows:

1. Designate Tourism as a priority sector since it holds the potential to usher in economic development and generate high employment opportunities in Maharashtra – change—the policy will establish.
2. Achieve sector growth of 10% per annum and share of 15% in GSDP through tourism and tourism related activities.
3. Generate fresh investments in the tourism sector to the tune of INR 30,000 crore by 2025
4. Create 1 million additional jobs in the tourism sector by 2025
5. Incentivize tourism units in the state by linking it to the Package Scheme of Incentives, 2013 of Industries, Energy and Labour Department or any modifications thereafter. The incentives under this policy are designed as per the needs of the tourism sector in the state.
6. Key strategic interventions are identified and special incentives for respective intervention have been laid out.
7. Strengthening of tourism infrastructure especially in the form of PPP model, special tourism infrastructure Tourism Infrastructure development fund, CSR, etc. are defined in this policy.

2 Introduction

Over the years, the tourism industry has witnessed steady growth and has become a crucial cog in the socio-economic progress of any country. Today, the sector offers far more diversified services than ever before, and it has become imperative to incorporate these services in the mainstream industry. As a consequence, these new and traditional tourism services are closely linked with the development of new destinations.

Tourism has become one of the major sectors in international commerce, and represents, at the same time, one of the main income sources for many developing countries. Today, the sector contributes to ९% of the world GDP § through direct, indirect and induced impact and accounts for USD १.६ trillion of world exports (६% of the world exports). Some of the major developments are given as below:



In addition, the tourism sector has the potential to generate high employment opportunities and at the same time, the spending of both domestic and foreign visitors produces a cascading effect of new money through the economy via the multiplier effect. The multiplier for Travel & Tourism is ३.२ that is for every dollar spent, ३.२ dollars are generated (including indirect and induced impacts). Travel & Tourism is one of the top two job creators with an average of ५० jobs generated per USD १ million in sales.

The beneficial economic impacts can be summarized as below:

1. Generation of foreign exchange
2. Creation of new job and employment opportunities
3. Stimulation of trade, income and entrepreneurship – especially in the service sector and SMEs
4. Provision of new infrastructure for non-tourism use
5. Increased regional development – particularly in isolated areas
6. Greater tax revenues permitting greater government spending – or reduced taxes on other activities
7. Cascading of new money through a multiplier effect

Thus, keeping the global as well as local developments in perspective, the Government of Maharashtra understands the importance of the Tourism Sector and the opportunity it presents. The state has identified Tourism as a priority sector. Government of Maharashtra proposes to launch the New Maharashtra Tourism Policy which will replace the existing Tourism Policy of Maharashtra released in २००६.

This policy will be a part of the state॰s overarching strategy to attract private sector investments in the tourism Sector. Further, this policy will help the state in creating a pro-growth, pro-environment and pro-jobs eco-system in the state of Maharashtra.

3 Tourism Potential of Maharashtra

Maharashtra - Nation within a Nation is the third largest state in the country, both in terms of population and area. The state capital city of Mumbai, one of the largest and most vibrant cities in the world is also the financial and entertainment capital of the country.

Maharashtra is one of the few regions in the world which offers multiple types of destinations for its tourists. It has long coastline of ७२० kilometers along the lush green Konkan region. The Western Ghats and the Sahyadri mountain range offer hill stations and water reservoirs with semi-evergreen and deciduous forests. And, the Vidarbha region of Maharashtra, with its dense forests, is home to several wild life sanctuaries and nature parks.

Figure १ A snapshot on the tourism potential in Maharashtra



The state is also blessed with rich history, tradition and culture, which is evident through its world class ancient forts and monuments, ancient cave temples and pilgrimage centers. The state is the leader in the country with respect to foreign tourist arrivals (२०.८%) into India and one of the leading states for domestic tourist visits (७.२%).

There have been widespread, interrelated global developments and advancements, which have had a strong bearing on the Tourism sector in India (and in Maharashtra). These include, amongst others:

1. Increased desire and financial mobility for travel of the middle classes (domestic and international)
2. Steep-change increase in air access (airlines, airports and route development) in tandem to decreases in the cost of travel
3. Growth in the quest of travelers for immersive experiences rich in cultural and natural exposure
4. Path-breaking innovations in the field of Information Technology, including mobile usage, digital content creation and sharing
5. More importantly, appreciation of the tourism economy amongst heads of state and policy makers and,
6. Increasing tourism-related infrastructure investment

All of these together present a promising possibility of substantially increasing the Tourist attractiveness in the State, both, for International as well as Domestic tourists.

4 Strategy for Growth of Tourism Sector

4.1 Summary

The state will adopt appropriate strategies to achieve the policy objectives and targets through a combination of both fiscal and non-fiscal interventions. The Tourism Policy of Maharashtra, २०१६ will be aligned to the National Tourism Policy, २०१५.

Some of the strategic interventions are highlighted in the table below:

Table १ Strategies to be adopted for the growth of tourism sector in Maharashtra

S.No.	Strategy	Key measures to be taken
१	Sector growth of १०% per annum and share of १५% in GSDP through tourism and tourism related activities	1. Achieve sectorial growth of 10% p.a. and share of 15% in GSDP by encouraging Mega Project investments especially in less developed tourism zones with high potential 2. Monetization of existing land bank with MTDC 3. Improving tourism infrastructure throughout the state by various concerned departments; 4. And investor facilitation and ease of doing business.
२	Create १ million additional jobs in the tourism sector	1. Increased focus on Mega and MSME tourism units. 2. Offer additional incentives to employment-intensive Mega units. 3. Leverage state and central skill development schemes. 4. Consider Agro & Rural, Adventure sports, events based tourism activities etc. as a thrust sector. 5. Promotion of tourism as an attractive sector for employment.
३	Institutional & Governance Mechanism	A three-tier institutional & Governance mechanism will be created § 1. High Powered committee under the Chief Secretary for the approval of the Mega Projects and for the status review of the tourism strategy 2. A steering committee under the chairmanship of the Principal Secretary (Tourism) for the implementation of the Maharashtra tourism policy – 2016 and facilitating investments in the state. The Principal Secretary (Tourism) will also supervise the single window clearance

S.No.	Strategy	Key measures to be taken
		for the Hospitality industry and live events in Maharashtra and Events and Exhibitions Board will be created to facilitate events and promote MICE in the state. 3. A District Tourism Promotion Committee (DTPC) to be formed
४	Development of Special Tourism Districts/Zones	1. The districts of Nagpur, Aurangabad and Sindhudurg will be earmarked as special tourism districts. 2. In addition, the state will notify other special tourism zones/estates as when required. 3. These regions will be given additional incentives and incentive period. 4. In addition, special marketing assistance will be given to them to promote them as major tourism destinations of the state.
५	Development of Tourism growth corridors	1. Classify the state into separate tourist cities, tourist clusters and tourist corridors which will be promoted through identified themes. 2. Employ a pilot project along a major highway and on its successful returns, replicate the process along five major highways in the state.
६	Public Private Partnership Model for growth in Tourism Sector	1. The Department of Tourism, Government of Maharashtra will Identify and develop shelf of projects and undertake these projects through the PPP/JV mode.
७	Our five step approach for marketing and promotion	1. Develop an integrated 360 degree marketing plan. 2. Participation in international roadshows/ fairs/ G2B meetings etc. 3. Develop a world class website for Maharashtra tourism. 4. Develop brand equity of the state through theme based tourism. 5. Special incentives to media which promote Maharashtra tourism.

4.2 Implementation Plan

In order to boost the breadth and variety of Tourism within the State, special focus will be given to the following:

4.2.1 Institutional & Governance Mechanism

4.2.1.1 Institutional Arrangement for Maharashtra Tourism

A three-tier institutional & Governance mechanism will be created §

1. High Powered committee under the Chief Secretary for the approval of the Mega Projects and for the status review of the tourism strategy. For matters, in which HPC fails to take a decision, they will be directed under a cabinet sub-committee under the chairmanship of the Hon. Chief Minister, Government of Maharashtra.
2. A steering committee under the chairmanship of the Principal Secretary (Tourism) for the implementation of the Maharashtra Tourism Policy – 2016 and facilitating investments in the state. The Secretary (Tourism) will also supervise the single window clearance for the Hospitality industry and live events in Maharashtra. An Events and Exhibitions Board will be created to facilitate events and promote MICE in the state.
3. A District Tourism Promotion Committee (DTPC) to be formed

4.2.1.2 Single Window Clearance for the Hospitality industry and live events in Maharashtra

Department of Tourism, Government of Maharashtra is in the process of creating a single-window clearance mechanism for the Hospitality industry and restaurants backed by an empowered committee.

The core objectives of this framework are:

1. To enable an online one-stop shop for providing hassle free licensing approval to the Hospitality industry
2. To reduce delays and improve efficiency in processing various applications
3. To remove duplication of information and redundancies in processes
4. To provide automated workflow in accordance to the citizen charter of the respective department

The expected outcomes for the industry from this mechanism are § (a) faster clearance and release, (b) Single source of information on licenses, processes, documents and requirements, (c) increased transparency through application tracking and status checks, (d) enable online services for submission of all applications and records & single interface and (e) Cutting costs through minimizing delays.

A similar single window clearance system will be developed for the live events in Maharashtra by the Department.

4.2.1.3 Maharashtra Tourism Investor Facilitation Cell

The Department of Tourism, Government of Maharashtra will launch a Maharashtra Tourism Investor Facilitation cell which will act as a converging body to monitor the sector progress within the state. The major functions will include tourism investment promotion and investor facilitation in the state. The summary of major features will include:

1. Conduct project monitoring and review of the existing projects within the state.
2. Attract fresh investments in the tourism sector and develop the brand equity of Maharashtra as a top global tourist destination.
3. Act as a one stop connect for providing relevant information to the investors regarding information on the business approvals required for starting a business in the state.
4. Escort services through handholding support, management of web-based portal and co-ordination through other government agencies.
5. Ensuring the business approvals are provided to investors as per the citizen charter.
6. Data collection, market research and analysis, and publish periodical reports on the developments of the tourism in the state.

4.3 Public Private Partnership Model for growth in Tourism Sector

4.3.1.1 PPP Transaction Advisory Cell

The Department of Tourism, Government of Maharashtra will also launch a Public Private Partnership Transaction Advisory Cell which will provide advisory services for private sector participation in the developmental projects carried out across the state of Maharashtra. Public Private Projects will be a key conduit for greater infrastructure investment in developing Maharashtra.

The major functions will include cooperation between the public and private sectors aimed at carrying out long-term investment projects in the social and infrastructure sphere.

1. Attract private sector participation for infrastructure development projects
2. Access the operational expertise of private companies is another advantage of PPPs for implementing infrastructure projects efficiently
3. Identify suitable private partners for projects in the state
4. Provide advice on project marketing and deal structuring
5. Transaction Advisory Services for the public sector to engage private investors
6. Bid management services for Investors
7. Identify optimal capital structures and financing strategies for PPP projects
8. Assist clients in packaging projects in order to raise capital through various debt or equity structures and instruments, create business plans
9. Secure financing for infrastructure projects
10. Valuation and business modeling
11. Divestitures and carve-outs
12. Feasibility Studies

In addition to the above mentioned points, MTDC will also seek to monetize its land banks and other assets through global auction. Separate tenders will be launched for this purpose.

4.3.1.2 Shelf of Projects

Some of the high priority projects which DoT/MTDC is keen to undertake on the PPP/ JV mode are as follows:

1. Develop at least 10 plots in next five years in the regions of VIdarbha, Ratnagiri, Sindhudurg and Aurangabad etc.
2. Infrastructure development for the Elephanta island
3. Integrated infrastructure development of Sindhudurg and Ratnagiri under the coastal tourism project announced by Ministry of Tourism, Government of India
4. Development of sea fort circuit along with the existing fort circuits
5. Ajanta and Ellora conservation project
6. Sea world project on the Konkan coast
7. Lonar project as mega tourism destination
8. Development of the Lake Tourism circuit – Nagpur, Chandrapur and Wardha
9. Development of wayside amenities along the major National and state highways in Maharashtra
10. Development of the new Ashtavinayak mega circuit
11. Development of wildlife tourism estates around Tadoba

In line with the above projects, Department of Tourism, in participation with key stakeholders will prepare DPRs and seek financial assistance under Central Financial Assistance (CFA) scheme under the Ministry of Tourism, Government of India.

This funding will also be utilized in creating new circuits and special tourism zones as mentioned in the subsequent sub-sections.

4.4 Sustainable Tourism

The state aims to promote the practice of sustainable tourism wherein; all tourism activities of whatever motivation § holidays, business travel, conferences, adventure travel and ecotourism etc. § need to be sustainable.

Sustainable tourism is defined as –tourism that respects both local people and the traveler, cultural heritage and the environment◦. We seek to provide people with an exciting and educational holiday that is also of benefit to the people of the local areas.

4.4.1 Objectives

Objectives of building a sustainable tourism ecosystem will be to:

1. Optimize the use of environmental resources while preserving the natural heritage and biodiversity.
2. Respect the local culture of the host community through conserving the living cultural heritage.
3. Ensure sustainable and equitable economic operations and employment opportunities and social services to local community while contributing to poverty alleviation.

4.4.2 Action Plan

Department of Tourism, Government of Maharashtra (DoT) will seek specific intervention from the Local Self Governments, Tourism industry, Self-Help Groups and segment specific tour operators, etc. forming a strategy on sustainable tourism.

The action plan is listed as below

1. Form a Sustainable Destination Strategy.
2. Establish Monitoring Systems - periodically reviewed and evaluated.
3. Develop mechanism for economic monitoring wherein; direct and indirect contribution of tourism to the destinations is monitored and publicly reported.
4. Encourage local career opportunities.
5. Develop guidelines in participation with local authorities, communities and relevant bodies for visitor management, visitor behavior, cultural heritage protection, intellectual property protection, etc.
6. Identify environmental risks.
7. Adopt best practices on energy conservation, water management, water security, water quality, waste water treatment, solid waste reduction, light and noise pollution and low-impact transportation, etc.
8. The board will also introduce and promote a new classification scheme for the tourism service providers based on the principles of Global Sustainable Tourism Criteria. Additional fiscal incentives will be provided to units which are practicing sustainability by DoT.

4.5 Rural Tourism

The state offers a unique tourism proposition through its rural landscape (approx. ५५% of the state area). This strategy aims to promote rural tourism as the primary tourism product to spread tourism and its socio-economic benefits to rural and the surrounding regions. This will lead to a balanced and far-reaching growth in the state, thus improving the economic situation at the village level.

4.5.1 Objectives

The objectives for promoting rural tourism are as follows:

1. Through agri and rural tourism provide/education to the public and promote the products of the farm and generate additional farm income.
2. Provide rural experience to urban residents.
3. Allow diversification of income opportunities to farms and ranches that can help buffer fluctuating markets.

4.5.2 Action Plan

The DoT, Government of Maharashtra will invite stakeholders from the Tourism Department, local players practicing agri and rural tourism and tour operators to develop guidelines and establish support on the following:

1. Setup a government interface to cater to the needs of the agri-tour operators. This interface will coordinate and provide linkages with regional/local/concerned government bodies.
2. Define quality standards and services and promote the identified best practices.
3. Diversify the range of products and services. Offer support to smaller operators to evolve in the value chain.
4. Collaboration of agriculture and tourism industry through local procurement of resources
5. Infrastructure development and marketing support.
6. Evaluate latest market trends and develop framework for better legislation as per the changing market scenario.
7. Develop local infrastructure, market linkages (both backward and forward integration) and academic centers.
8. Special promotion packages for distressed areas in the state.

9. Establish certification and affiliation system.
10. Simplify procedures and establish a single window clearance mechanism.
11. The above points can be practiced keeping in mind the following points:
12. Such activities should be an extension of agricultural activities, rather begin an outright commercial venture.
13. The primary occupation/ source of income for any person undertaking Agri tourism should be agriculture/ cultivation activities.
14. A maximum of 20% of the total land available should be undertaken for construction of dormitories, rooms, and tents; rest of the land should be reserved for cultivation and agricultural activities.
15. For units with up to eight rooms, no Town planning permission will be required for construction of rooms and facilities. Units with above eight rooms will be considered as a commercial activity and the town planning permission will be required.
16. The units should be plastic-free zones.
17. At least one educational tour/visit to such units to be made mandatory for students from class V to class X.
18. Additional incentives will be provided to rural and agri tourism units, which will be decided by the DoT.

4.6 Caravan Tourism

Caravan tourism has gained immense popularity over the last few years since it provides flexibility and freedom while holidaying vis-à-vis fixed schedules. The specially built vehicles for caravan tourism may include recreational vehicles (RV), campervans, motor homes etc.

The state is a perfect destination for such kind of tourism, since MTDC possesses land parcels which are in proximity to key tourist destinations. MTDC in collaboration with private players in the form of PPP/ JV mode will undertake ventures to caravan tourism parks.

4.6.1 Objectives

1. Promote Caravan tourism as a unique tourism product, which provides family oriented tours even at circuits/ destinations where adequate hotel accommodations are not available.
2. Exploit vast lands at vantage locations, which are unable to provide basic amenities and facilities to tourists, while providing an unparalleled experience with an opportunity to observe nature from close quarters.

4.6.2 Action Plan

MTDC and the Forest Development Corporation will select pilot sites within MTDC property and Forest Development Corporation of Maharashtra to set up a pilot caravan tourism project. After successful implementation of the pilot project, caravan tourism will be promoted at select prime spots within the state to facilitate Eco tours, nature trails and experiential tourism.

The DoT will formulate strategy to promote, facilitate and incentivize development of

1. Caravan parks in the public sector, private sector and PPP mode.
2. Caravans in the public sector, private sector and PPP mode.

For the development of caravan parks, MTDC may enter in to a PPP/JV mode with private players, wherein, it will provide equity in the form of its available land bank. The private players will help MTDC in developing essential infrastructure in the park. This will include set-up tourist facilitation center along with

its amenities and facilities to be provided under its framework. The promotion and marketing support will be extended through the Mahabhraman scheme.

The DoT will also formulate an interface of the local administration, local community, and caravan tour operators to provide essential sectorial facilities.

Further, the DoT in association with the key stakeholders will formulate guidelines and benchmarks on the operational requirements of the caravan parks, safety and security measures to be undertaken, site development processes, setting up of parking bays with essential services, toilet facilities, and hygiene responsible standards and environment-friendly practices.

4.7 MICE (Meetings, Incentives, Conferences and Exhibitions)

The state is a leader in receiving foreign tourist footfall in India. It aims to become a major player in this segment wherein, it provides suitable infrastructure - an impressive combination of accommodation and other conference support facilities to hold successful meetings, incentives, conferences and exhibitions.

4.7.1 Objectives

1. Establish Maharashtra as a dynamic business-event destination, where an ecosystem of ideas, people, and technology flourishes, which draws on vibrant knowledge and wide networks.
2. Value industry partnerships and collaborate with business events' organizers, associations and MICE industry stakeholders to identify key opportunities to grow, attract and create business events.

4.7.2 Action Plan

DoT will invite bids in all heavy business districts in Maharashtra over a population of १ million, especially Mumbai, Thane, Nagpur and Pune, Aurangabad, Nashik, Kolhapur, Sindhudurg, etc. to air-conditioned multi-purpose Convention / Exhibition Centre of a size minimum of ३००० sq. m. and should be pillarless to facilitate its multiple uses.

The DoT will create -Maharashtra MICE Bureau◦ on lines of Dubai Convention Bureau, as a Public / Private Sector initiative. This will have its own budget and Personnel to market Mumbai as a MICE Destination. The bureau will also perform the following functions:

1. Invite interested private parties through PPP mode for establishing MICE centers across Maharashtra.
2. Simplification of procedures and single window clearance mechanism for Conference / Exhibitions.
3. The bureau will recommend to the Department of Tourism on qualification criteria for disbursement of additional fiscal benefits under this policy.
4. Other key measures will include:
5. Encouraging tourists coming to Mumbai for MICE to bring their families – A tailored itinerary for MICE tourists.
6. Speedy Immigration for tourists traveling for MICE.
7. Recommendations on procedures for rationalization of Aviation Turbine Fuel (ATF).
8. Action plan for initiating MoUs with airlines to promote Mumbai as a hop-over destination.
9. Recommendations on rationalization and simplification of Conference visa regime.

4.8 Film Tourism

With Mumbai being the entertainment and fashion capital of India, it provides an ideal destination for this segment. Along with the existing infrastructure in the Mumbai film city, sets in other parts of the state; the state aims to build further avenues in the form film museums, theme parks, film city tours etc. to build this segment.

4.8.1 Objectives

1. Promote Maharashtra as an ideal destination for film shootings and gain from tourist influx by being the venue / location of popular domestic and international cinema.
2. Ease the intricate and complex clearance process, and incentivize film makers by providing them single window clearances and incentives to choose Maharashtra as their preferred destination choice for film shootings.

4.8.2 Action Plan

The DoT in association with the film industry, relevant trade bodies and association will assist the department of culture in the following tasks:

1. Simplification of procedures and Single window clearance mechanism for permissions pertaining to film industry.
2. An online registry mechanism will be of various services related to film industry will be established.
3. Creation of the Film Tourism Promotion Council under the aegis of 'Maharashtra Tourism'.
4. Organize familiarization tours for major production houses in India and across the globe for key tourist destinations in Maharashtra.
5. The DoT will decide the additional incentives basis on total number of dates allotted to shooting and canning of the film in Maharashtra.
6. Marketing support for shooting locations in global film festivals
7. Online portal for information on locations

4.9 Tourism Police

The Maharashtra state police has traditionally pre-empted and averted any form of crime related activities in the state. In continuation with its proud tradition, a special tourism police task force will be considered.

4.9.1 Objectives

1. Instil a sense of safety amongst tourists by providing them secure and safe travel within the state; also provide information to tourists and visitors on law, customs, culture and attractions in the vicinity.
2. Implement a concerted drive within the state with stringent provisions in the law along with a dedicated police force and technology deployed to yield tangible results.

4.9.2 Action Plan

The DoT in association with the Home department, Government of Maharashtra will form a special tourism police task force. The local bodies and local population will also be consulted while forming this task force. An induction and training programme for tourist police force will be designed and conducted by the DoT/ Stakeholder Division.

The following activities will be undertaken by the tourism police task force:

1. Identify ten tourist destinations which attract a higher influx of tourists and deploy tourist police at these destinations.
2. Tourist police will provide tourists with essential information to tourists and visitors on law, customs, culture and attractions in vicinity.
3. Local population with training will also be included in the task force. Some of the deputation will be done through private vendors

4.10 Smart Ticketing System

This is one of the most ambitious projects the state government plans to undertake which will provide tourists, a seamless travel ticket to major tourist destinations, hotel stays, air and surface travel within Maharashtra.

4.10.1 Objectives

1. Install a smart ticketing system which will provide a single card for easy facilitation of tourist related transactions across the state.
2. Through this ticketing system special discounts will be provided to youth (under 25) and senior citizens.

4.10.2 Action Plan

The DoT will appoint domain specialist consultants to develop the system design for the smart ticketing system. Similarly, it will also appoint IT specialist team to implement the system design - develop an online portal for buying smart cards through stakeholder participation from govt. agencies, tours and operators, hoteliers.

The system will have an online as well as offline transparent process of ticket booking. All the existing modes of transportation such as BEST, local trains, Metro Trains etc. will be linked through online booking system of MTDC. There will be special quota reserved for MTDC from all the major operators in the state.

Following features will be incorporated in the ticketing system:

1. Currency exchange will be a special feature for foreign tourists.
2. Special discount programmes to promote youth tourism.
3. Special discount programmes for senior citizens.
4. Special offers on theme based tourism.
5. Special offers on off-season tourism.
6. Reward points through buying of local procurement at government owned shops.
7. May include extension of services as per demand.

4.11 Theme based tourism

The state is blessed with various cultures, traditions, languages as well as multiple topographies. In order to provide the tourists with an array of touristic experience, the Department of Tourism will identify various themes which can be distinctly tagged with the regions in the state.

4.11.1 Religious Tourism

Maharashtra is known for its pilgrimage centers like Ajanata and Ellora caves which are part of the acclaimed Buddh circuit, Jyotirlingas, the Ashta Vinayaks and other famous temples at Shirdi, Pandharpur, Kolhapur, etc. Special pilgrim circuits will be promoted through various marketing efforts and tour operators.

Maintaining sanctity and cleanliness at the place of pilgrimage can be outsourced to third party vendors who specialize in such activities.

4.11.2 Heritage Tourism

All UNESCO world heritage sites, will be promoted through dedicated marketing channels, which will include -Road shows॰ in select countries. All the monuments under Archeological Survey of India, State Archeological Department, Heritage buildings of Mumbai, etc. will be part of the heritage tourism circuit of the state.

4.11.3 Beach Tourism

The DoT will prepare a comprehensive list of restricted and permitted activities for beaches along the Maharashtra coast line. Some of the activities such as maintaining sanctity and cleanliness at the place of beaches may be outsourced to third party vendors who specialize in such activities.

The DoT will give special licenses to eco-friendly temporary construction on the beaches of Maharashtra. They need to be eco-friendly and CRZ compliant. These structures may be in the form of shacks, portable cabins etc. which will be open during the fair season of the year.

4.11.4 Fort /Fort Circuits

The DoT invites the tour operators to form separate tourist activities around the fort and fort circuits. This may constitute the following:

1. Special educational programs on the history of forts will be initiated throughout Maharashtra; Light shows, animation shows depicting the glorious past of historical monuments will be arranged in collaboration with interested parties.
2. Light shows and cultural performances at select forts will be organized.
3. Conversion of certain sections of select forts into Heritage hotels will be initiated.
4. Forts will be promoted as exclusive wedding destinations.
5. Balloon Safari in the vicinity of forts or smaller fort circuits will be organized.
6. Introduction of sea planes through operators along the fort circuit will be facilitated
7. Development of interpretation center across the forts will be initiated
8. Creation of public amenities such as recreation centers, toilets etc. will be made

4.11.5 Coastal /Yacht/ Cruise Tourism

In order to develop coastal tourism and yacht tourism, single entry pass issuing procedures for yachts will be implemented by MTDC in collaboration with Port Authorities, Border Patrol, Customs Department, Passport police, and other authorities concerning coastal gateways. MTDC will also initiate setting up of infrastructure to support yacht sailing through a PPP mode

The DoT and MTDC in association with relevant stakeholders will simplify procedures for sailing across the coastal line of Maharashtra.

4.11.6 Culinary Tourism

DoT will promote the wide ranging special offerings from the state. They may be delicacies from the regions of Vidharbha, Malwan, Konkan, Kolhapur, street food of Mumbai, etc. DoT will also promote special culinary events and festivals in the state. It will also promote wine tourism through this theme.

4.11.7 Nature Tourism

DoT will create project profiles on various segments such as wild life tourism, trekking, hitch hiking, nature trails, jungle safari, balloon safari, bird watching, camping activities, etc. It will also earmark specific regions across the state such as Melghat, Tadoba, Pench, etc. as nature tourism zones and promote it to target audience. DoT will evaluate and create Special Tourism Estates around nature parks, wild life reserves, etc. This will be created within १० km radius of the zone. MTDC will invite public private partnerships, the local communities, NGOs, and private citizens in wildlife conservation and restoration. Within these zones, special experiential tourism involving local culture, cuisine, yogic exercise, wellness centres and other unique local experiences will be promoted. MTDC will appoint tour operators for safari tickets on a commission basis.

The DoT in association with Forest Development Corporation of Maharashtra will also consider zoning of the nature and wildlife reserves allowing specific access to restricted areas. Access to such areas will be facilitated through the smart ticketing system as mentioned above. In addition, special tourist vehicle permits will be issued to reach the earmarked areas.

DoT will decide on separate incentives to set up trade cooperatives, involvement of local communities, skill development and training, homestays and lodging, etc.

The DoT also invites private and NGO funding mechanism for the revitalization of denuded buffer zones and corridors.

4.11.8 Tiger Eco-Tourism

In continuation with the above mentioned theme, DoT will develop international level tiger eco-tourism parks in a PPP mode. It will be developed with state-of-the-art facilities at Tadoba and Pench tiger reserves and promote the same at both national and international events.

MTDC will also design special programs/ infrastructure to connect Tiger Eco- Tourism Parks to tiger safaris, and tourism estates with tourist amenities, which will act as gateways to tourist destinations in the area.

4.11.9 Education Tourism

DoT through its promotional programs will position the state as one of the most coveted educational centers in India and also on a global scale. It will also develop Pune, Mumbai and Nagpur as major education hubs through which the tourism related studies and research can be promoted and practiced. It will also promote and organize tie-ups with world renowned institutes on student exchange

programmes. Further, it will encourage excursions around the state, visit to educational, industrial and manufacturing hubs.

4.11.10 Hill Station tourism

DoT will initiate new guidelines for the development of tourism in hill stations

4.11.11 Theme Park Tourism

DoT will initiate new guidelines for the development of theme park tourism.

4.12 Other themes for tourism development

DoT will plan policies to promote other themes which include golf tourism, heli-tourism, Night cruises, floating restaurants, light house tourism, island tourism and art villages. It will also plan a special Media and Entertainment policy to promote the state as a multimedia and animation hub.

DoT will develop these tourism areas through a PPP mode. The regions of Vidarbha, Konkan, Aurangabad and special tourism zones will be given prime focus.

4.12.1 Objectives

1. Provide gateway to myriad Maharashtra tourism experiences, viz. Adventure tourism, culinary tourism, Beach tourism, etc.
2. Identify and classify the state into tourist cities, tourism clusters, and tourism corridors.
3. Develop brand equity of tourism potential of Maharashtra as per the various themes identified.

4.12.2 Action Plan

The DoT will classify the state into separate tourist cities, tourist districts, tourist corridors which will be promoted through identified themes. For this purpose, MTDC will invite bids in a PPP mode to employ a pilot project along the NH-१७.

The DoT has identified the above themes which can be incorporated in various regions of Maharashtra.

4.13 Adventure Tourism

Adventure tourism is a growing segment within the tourism bandwagon. The tourists in this segment often seek exceptional and authentic experience. Given their penchant for exploring new destinations and seeking new experiences, they are frequently coveted by emerging destinations at the early stages of tourism development and also in more mature destinations that have protected and/or developed appropriate product.

The state has many virgin and emerging areas which can provide a whole new holiday experience for tourists in this segment.

4.13.1 Objectives

1. To benefit from growing popularity of this segment, especially with the younger generation.

2. Leverage multiple opportunities arising from the varied topography that Konkan coastline, Western ghats hills , Vidharbha offers to tourists and create a unique proposition for various adventure sports viz. scuba diving, paragliding, flying fox etc.

4.13.2 Action Plan

DoT will provide special assistance in administering all adventure sports and related activities, such as registration, regulation, and monitoring, planning, promoting, training and providing infrastructure. It will be supported and guided by experts in all adventure activities.

In order to create a safer adventure sports environment with adequate infrastructure and inculcate a spirit of adventure amongst the people, the following activities will be carried out:

1. Registration of all organizations/individuals carrying out adventure sports activities.
2. Obtaining and maintenance of records of nature and number of adventure camps conducted for further planning.
3. Creation of training institutes, guidelines for various adventure activities and search and rescue systems and by instituting awards and grants and conducting adventure competitions to support adventure activities in the state. Camp leaders should hold valid certificates from training institutes/ individuals capable of providing training at the appropriate level in the respected adventure activity (ies) along with training in appropriate level of first aid, camp management, communication, emergency handling, equipment maintenance, handling and storage.
4. Creation of a mechanism for interaction with all other states where Maharashtra-based enthusiasts conduct adventure programs.
5. Creation of an Expert level committee under the DoT which will conduct periodical reviews for safety guidelines, degree of risk exposure, and experience of camp leaders and capacity of participants (clients).

The expert committee will set qualification criteria for eligible adventure tour operators and DoT will decide on the disbursement of additional incentives to such tour operators

4.14 Tourism Festivals

Maharashtra with its diverse cosmopolitan culture is home to many events and festivals. Such events and festivals will be specifically charted and promoted as an avenue for tourism.

4.14.1 Objectives

In a buildup to –Visit Maharashtra २०१७॰, State wants to popularize the culture through various events, festivals and gatherings.

4.14.2 Action Plan

A year round event calendar will include the following:

1. January - Nagpur festival, Matheran Festival, Ellora and Elephanta Fetsival, Kalidas festival at Aurangabad ,Hoorda
2. February - Orange festival, Nagpur, Chickoo Festival, Dahanu
3. March – Holi, Mumbai Bazar, URUS
4. April - Tadoba Festival, Strawberry Festival at Mahabaleshwar, Velas Turtle Fest, Alphonso Fetsival
5. May – World Agri Tourism Day on 16th May

6. June – Photographers' Conclave
7. July – Monsoon Festival at select locations such as Matheran Lonavala and Khandala
8. August – Vari Market, Patang Jatra, Dahi Handi
9. September – Ganesh Chaturthi
10. October – Dassera, Pune Literature Festival
11. DoT will promote such events at through both offline and online media.

For other major events and concerts in the state, DoT will allot pre-approved venues for live events.

As mentioned in the previous section, single window clearance for live events will also be implemented

4.15 Medical Tourism

Mumbai, Pune and Nagpur are home to some of the best state of the art hospitals in South Asia. These institutes also have rich experience in research and development. There is also a unique culture of practicing wellness, yoga, Ayurveda etc. in the state.

Every year there are more than २००,००० medical tourist arrivals in India. The state aims to provide complete package of such above mentioned practices to these tourists as well as domestic travelers.

4.15.1 Objectives

1. India has been continuously benefitting from medical tourists from South Asian and African regions. The government wants to leverage this opportunity.
2. Position Maharashtra as a first choice medical tourism destination.

4.15.2 Action Plan

DoT will revive Medical Tourism Council of Maharashtra (MTCM) and initiate projects under Medical Tourism. and will create individual project profiles for Medical tourism viz. Wellness and spa, Ayurveda, Vipassana meditation, etc. across the state.

The DoT will identify potential nationalities visiting Maharashtra for above mentioned activities and create a targeted marketing and promotion plan.

The Medical Tourism Council of Maharashtra will underline the additional qualification criteria for units which can be classified under medical tourism. The DoT will decide the quantum of additional incentives to be provided.

DoT will prepare a comprehensive database along with patient friendly policies and infrastructure to assist the medical tourists visiting the state

4.16 Marketing and Promotion

In addition to the offline traditional media, the DoT recognizes its need to reach out to newer target audiences through social and digital media.

4.16.1 Objectives

1. Develop brand equity of the state as top global tourist destinations across

2. Provide marketing and promotion support to all tourism units in the state

4.16.2 Action Plan

The Department of Tourism will empanel advertising, digital marketing and PR agencies.

1. Develop an integrated 360 degree marketing plan.
2. Develop short films/AVs on Maharashtra tourism.
3. Improve online presence
4. TV/internet ads
5. Develop marketing collaterals for the Maharashtra tourism website.

DoT will form promotional budgets and it will be benchmarked as per the national and international standards. It will organize road shows in the twin and sister cities of Mumbai. Theme based road shows will be conducted in top five countries attracting highest tourist footfalls in the state.

DoT will also develop a marketing work plan for existing markets as well as new potential identified markets of Russia (covering Russia, Kazakhstan and Ukraine), Brazil, South Korea, Spain (covering Spain and Portugal), Thailand (covering Thailand, Laos, Cambodia and Myanmar), Argentina (covering Peru, Chile, other neighboring Spanish speaking countries).

It will also launch a targeted Domestic Marketing Campaign among States neighbor-to-neighbor, region-to-region. For this above mentioned purpose, the state government will organize roadshows in २५ cities in India and १० cities outside of India.

4.17 Other support activities

In addition to above mentioned areas of intervention, some other support activities are planned. These activities will form the crucial cog in the development of overall tourism business in the state.

4.17.1 Objectives

Key focus on development of the following areas in the state:

1. Infrastructure
2. Transport
3. Hotels

4.17.2 Corporate Social Responsibility

As per the latest amendment under the Companies Act २०१३, the DoT encourages the private corporates to invest their Corporate Social Responsibility (CSR) Fund for the development and maintenance of essential infrastructure at tourism units such as Toilets, Gardens, Shelter units, etc. The state government will allow private branding of such infrastructure units for the private players.

4.17.3 Essential Infrastructure Facilities

To develop tourism in Maharashtra, DoT will develop ७ essential infrastructure facilities in collaboration with private parties through PPP route. Seven crucial amenities, viz.

1. Drinking Water Provision

2. International Standard Toilet Facilities
3. ATMs
4. Wifi zones
5. Signage
6. Hygiene Certified food joints
7. Clean Destinations
8. Cloak Rooms

DoT/MTDC will develop wayside amenities through PPP mode, Sign MoUs with interested parties; Select ५ Highways/routes for developing wayside amenities.

4.17.4 Signage at Tourist Destinations

DoT/MTDC will install signage/ boards at all major destinations and routes across the state within ३ years. It will be done in a PPP mode.

4.17.5 Registration of Service Providers/Stakeholders

Registration of Service Providers/Stakeholders and enlisting of all service providers, information regarding guides, hotels, bed and breakfast providers, homestays, resorts, and travel and tour agents will be displayed on Maharashtra tourism website. Online booking for watersports, adventure sports will be initiated by DoT.

4.17.6 Hop-on Hop-off Buses

Hop-on-hop-off buses for ६ major cities (tourist destinations) will be deployed; the buses will be either state provided buses or outsourced to private party; buses will have a trained guide.

4.17.7 Training and Skill Development

Training of guides will be undertaken through Skill Development programmes. The state will launch a top tourism education institute catering to the needs of the tourism industry in Maharashtra in Sindhudurg.

4.17.8 Mobile Apps for tourism related activities

DoT will appoint vendors to develop mobile apps for tourism related information and safety measures

4.17.9 ASI monuments

DoT will improve the last mile connectivity, ensure cleanliness around sites and facilitate canteens, clean toilets and souvenir shops at major visited ASI monuments and sites. Cultural activities, dance performances and light shows to be arranged at major ASI monuments within the state. Animation shows and light shows will be organized in collaboration with interested parties, at sites and monuments throughout the state. -Adopt a monument◦ scheme, which calls for Public and Private Participation in maintenance, conservation, upkeep, beautification and development of the state protected monuments and sites, will be encouraged extensively by the Department of Tourism.

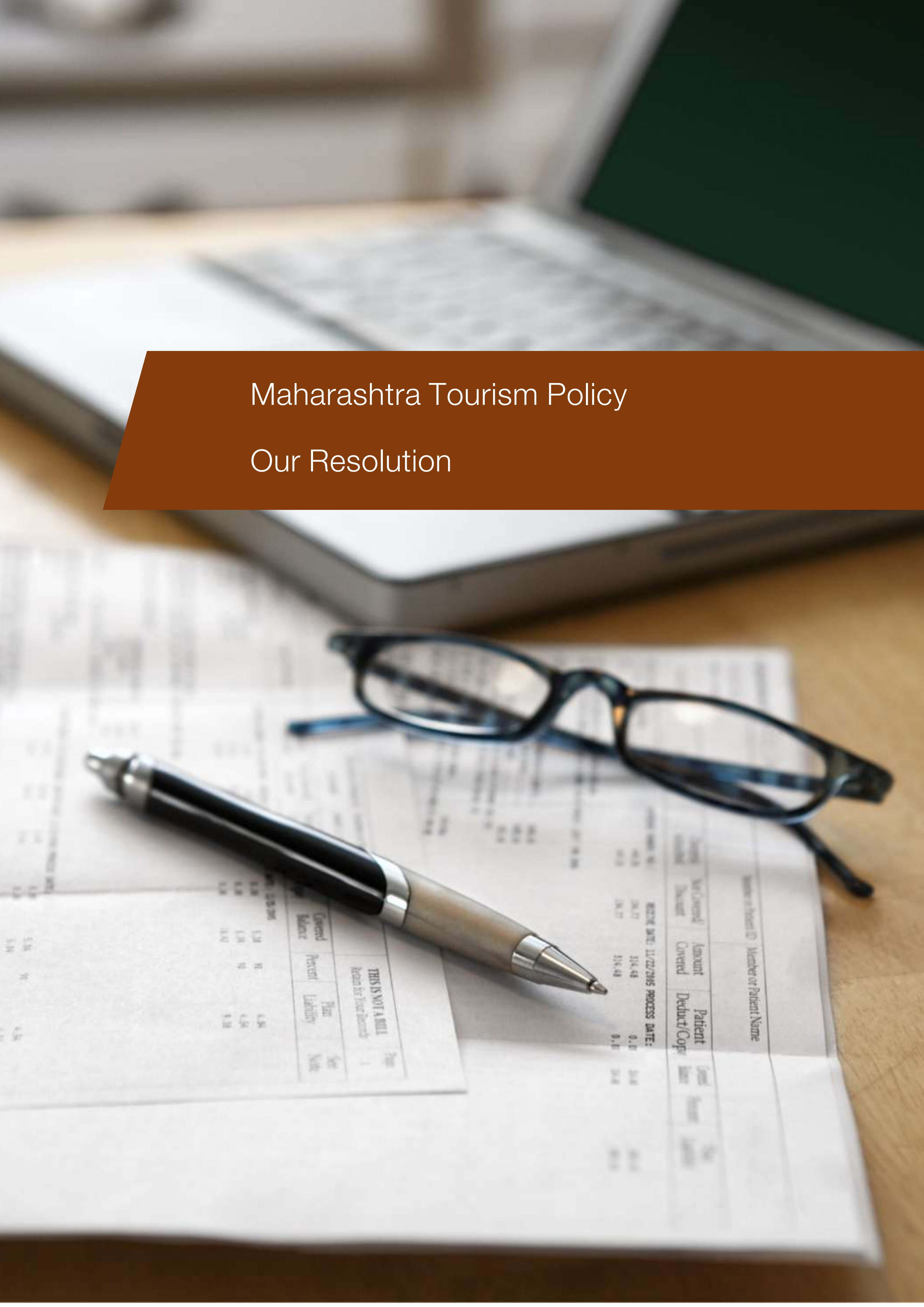
DoT will facilitate safety & security, solid waste management, water & sanitation, cleanliness & hygiene, emergency medical services, transport infrastructure, guiding services and leisure activities at identified locations.

4.17.10 Connectivity

DoT encourages airlines to improve connectivity to tier II and tier III destinations; Use smaller aircrafts, no frills airports to reduce travel cost.

Maharashtra Tourism Policy

Our Resolution



5 Resolution

5.1 Title

This scheme will be known as “The Maharashtra Tourism Policy २०१६”.

5.2 Period of operation

This scheme comes into operation with effect from the १ April, २०१६ and shall remain in force for a period of ten years or until substituted.

5.3 Coverage

Coverage for incentives under the Maharashtra Tourism Policy २०१६ will include:

1. Tourism Projects in the Private Sector
2. State Public Sector/Joint Sector
3. Co-operative Sector

Projects as a part of the Central Public Sector will not be considered. The proposed tourist facilities shall be open to all and shall not be confined to the exclusive use of any particular individual or members of any group or club or have any such other restrictions.

5.4 Vision, Mission, Objectives and Targets of the Maharashtra Tourism Policy – 2016

5.4.1 Vision

Develop Maharashtra as a popular and sustainable tourist destination wherein the state will offer vast experiences on global, regional, and local best practices and standards.

5.4.2 Mission

4. Promote the state as Numero Uno tourist destination.
5. Development of tourism infrastructure across the state.
6. Facilitate investments in the tourism sector.

5.4.3 Objectives

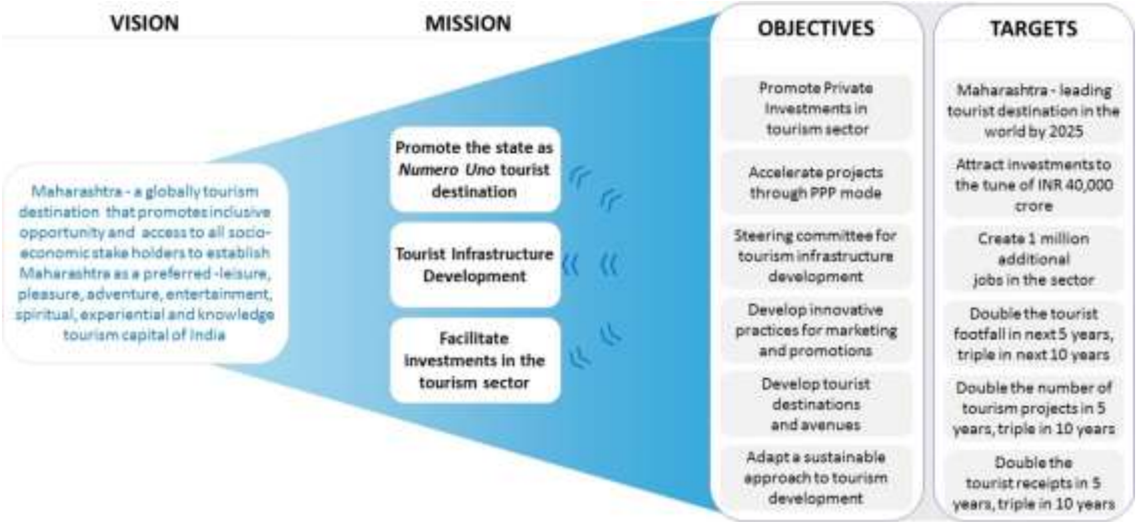
1. Accelerate projects through private sector Investments/PPP mode in tourism sector
2. Investment outreach to global investor community in tourism
3. Development of tourism infrastructure in the state
4. Develop innovative practices for marketing and promotions
5. Develop tourist destinations and avenues
6. Adapt a sustainable approach to tourism development

5.4.4 Targets

1. Maharashtra - leading tourist destination in the world by 2025
2. Attract investments to the tune of INR 30,000 crore
3. Create 1 million additional jobs in tourism sector

4. Double the number of tourism projects in 5 years, triple in 10 years
5. Double the tourist receipts in 5 years, triple in 10 years
6. 1 million skilled and semi-skilled resources in the tourism sector

Figure २ Snapshot on the vision, mission, objectives and targets of The Maharashtra Tourism Policy – २०१६



5.5 Eligible Units

Eligible units that will be covered as a part of this policy are as follows:

1. Hotels, Heritage Hotels, Resorts and Health Farms, Health & Wellness spa and units registered under the Bed and Breakfast scheme of MTDC/DoT.
2. Motels and wayside amenities
3. Apartment Hotels/Service Apartments
4. Water Sports and Amusement Parks
5. Arts and Crafts Villages
6. Golf Courses
7. Camping, Caravanning and Tent Facilities
8. Arial Ropeways
9. Exhibition-cum-Convention Centers
10. Development of Hill Stations – Tourism units
11. Adventure Tourism Projects
12. Houseboats
13. Eco-Tourism Projects
14. Museums and Aquariums
15. Shacks
16. Medical tourism units
17. Projects approved by classification Committee of the Tourism Department of the State Government or Govt. of India

5.6 Key Definitions

5.6.1 Tourism Undertaking

“Tourism Undertaking” means a legal entity in the form of a registered company under the Companies Act, १९५६, or a registered company under the Companies Act, २०१३ or a partnership firm, a Registered

Trust or a legally registered co-operative society or an individual proprietary concern, engaged in or to be engaged in one or more tourism projects.

5.6.2 Existing Unit

An Existing Unit shall mean and include:

1. A Unit which has been set up and is in operation on or any time prior to the 1st April, 2016, or
2. A Unit which has been granted an Eligibility Certificate(EC) as defined in 5.6.5 or has availed of any incentives(excluding Stamp Duty) under any of the Earlier Schemes, or
3. A Unit which has filed a valid application for grant of an EC under the Maharashtra Tourism Policy -2006 with any of the Implementing Agencies on or before the 31st March, 2016

5.6.3 New Tourism Unit

A "New Tourism Unit" means a new tourism project set up for the first time by a tourism undertaking satisfying the following conditions:

1. It is not an existing unit.
2. At least one of the Effective Steps is completed on or after 1st April, 2016 for setting of the Unit.
3. It is not formed as a result of re-establishment, mere change of ownership, change in the constitution, reconstruction or revival of an Existing Unit.

Note: The incentives available to a New Unit under the Maharashtra Tourism Policy २०१६ shall, however, be available to the Units which get established as result of purchase of the assets of the Existing / Defunct / Closed / Sick Units, subject to and to the extent mentioned in Annexure D to this Resolution.

5.6.4 Expansion of unit

Expansion/diversification of an existing/new project will also be eligible for the incentives under this scheme provided that the existing tourism unit increases its investment in its fixed capital and capacity by at least २५% of the gross fixed capital and capacity at the end of the last financial year. In addition, it should increase the employment by at least to the extent of १० per cent of the pre expansion/diversification level of such employment and ८० percent of such additional employment should be from amongst local persons.

5.6.5 Eligibility Certificate

Eligibility Certificate shall mean the certificate issued by the Implementing Agency to the Eligible Unit under the Package Scheme of Incentives, २०१३ or any modifications thereafter, which indicates the accepted Fixed Capital Investment, Actual Fixed Capital Investment made, Finished Products and other details along with Quantum of Incentives, Period of validity for availing of incentives and the terms and conditions to be complied with by the concerned Unit in whose favor such certificate is issued.

5.6.6 Eligibility period

For the purpose of incentives of Industrial Promotion Subsidy, Stamp duty exemption, Electricity Duty Exemption etc., applicable to an Eligible Unit as per section ६ & ७ subject to the fulfilment of the conditions of the Maharashtra Tourism Policy-२०१६, the period of eligibility shall be computed from the Effective date of Eligibility and depend on the nature and location of the Eligible Unit.

5.6.7 Fixed assets

The term –eligible capital investment◦ means investment in capital assets acquired and paid for & shall include investment in:

1. Land/area in effective possession with legitimate legal rights as per the requirement of the project.
2. Building i.e. any built-up area used for the eligible unit including administrative building, residential quarters and accommodation for all such facilities as required for the running of the unit.
3. Plant and Machinery, Amusement rides/games, Air-conditioning equipment and other equipment including Water Sports equipment, Tents, other equipment as are necessarily required and exclusively used for sustaining the working of the eligible unit but will not include vehicles, furniture and fixtures, cutlery, crockery and utensils.
4. The cost of development of the site of the location of the eligible unit, such as fencing, construction of internal roads, landscaping and other infrastructural facilities which the eligible unit has to incur under the project.
5. Consultancy charges/feasibility report charges (not more than 2% of total project cost).
6. Installation charges
7. The amount paid as non-refundable interest-free deposit to the electricity service provider or other Power Supply Company for supply of power to the eligible unit or to any other agency for similar purpose.
8. Above investment should be made by an eligible unit during the operative period of the scheme. Investment prior to or subsequent to the operative period will not be eligible for incentives.

5.6.8 Gross Fixed Capital Investment

Gross Fixed Capital Investment shall, in the case of New Fixed Assets, mean and include the value of new Fixed Assets acquired at site and duly paid for.

Provided that:

1. Only new Fixed Assets as per the Project Scheme accepted by the Implementing Agency, based on the project appraisal done by the lender who has given term loan for the Project or by the Scheduled Commercial Bank / SICOM in case of projects financed by Non- Banking Finance Company/Credit Society/self-financed project, which are acquired by an Eligible Unit / Enterprises within the relevant period shall be considered. (The Land cost prior to submission of valid application shall be considered for Fix Capital Investment).
2. The value for which imported second hand fixed assets (Used imported machinery) are acquired or the value thereof as certified by an approved valuer, whichever is less, subject to the condition that the assets shall have residual performing life of a minimum 10 years as certified by an approved valuer, shall also be considered towards Gross Fixed Capital Investment.
3. Fixed Assets acquired by an Eligible Unit and forming part of the Gross Fixed Capital Investment cannot be disposed of / sold / shifted / written off except with the prior written permission of the Implementing Agency. The Implementing Agency may ordinarily grant such permission if it is satisfied that the overall production capacity and existing employment strength of the Eligible Unit will not thereby suffer and that the Eligible Unit has definite Plans /proposals for replacement of the Fixed Assets being disposed of / sold / written off either by similar Fixed Assets or by Fixed Assets with better output / higher production capacity with or without change in the finished product/s. However, shifting of assets will be permitted only if the area, but not from Group 'C' to 'B' area as per the area classification given in (Annexure -A) contemplated shifting is to a place in an equivalent or lesser-developed area of the State (e.g. from Group 'B' to 'C'.)

4. Subject to the provisions of (a), (b), (c),(d) above, the Gross Fixed Capital Investment at the end of each year will be computed as Gross Fixed Capital Investment at the beginning of the year, plus additions as per the approved Project Scheme made, if any, to the Gross Fixed Capital Investment during the year, less the original value of any Fixed Assets of the Eligible Unit shifted /disposed of / sold / written off, if any, during the year.
5. If the admissible Gross Fixed Capital Investment as endorsed in the EC is reduced as a result of any shift / disposal / sale / write off / replacement of the Fixed Assets, the ceiling as endorsed in the EC shall be reduced proportionately and if the incentives availed by the Eligible Unit exceed the ceiling revised as a result of shifting / disposal / sale / write off / replacement, the benefits availed in excess of such revised ceiling shall stand recoverable/refundable forthwith with interest at the rate of 12% from the date of such excess availment till the date of actual payment.
6. Any increase in the Gross Fixed Capital Investment as a result of replacement of any of the Fixed Assets earlier considered under the EC shall not have any additional incentives.

5.6.9 Eligible Investment

Eligible Investment shall mean and include the investment in the fixed assets [as per Para Nos.५.६.७ and ५.६.८ (a), (b), (c)], acquired at site and paid for within the permissible investment period, limited to the item wise maximum limit (i.e. Land at ready reckoner rate, Land development, Building, Plant and Machinery etc.) as per the approved Project Scheme by the concerned term lending agency or as appraised by the approved agency in case of self-financed projects and accepted by the Implementing Agency.

5.6.10 Non-eligible investment

The following investment shall not be eligible for incentives viz. (१) Working Capital, (२) Goodwill, (३) Preoperative expenses, (४) Second-hand plant and machinery purchased or shifted from within the country, (५) Interest capitalized, (६) Trucks, cars, vans, trailers, tractors and transport vehicles except approved sight-seeing buses operating in Municipal Corporation areas which are registered as such and approved by the concerned transport authorities

1. Any investment in any asset, which has a life span of less than five years, except Tents
2. Eligibility period – As per the investment period given in table 2 in the section 6.1.1 with effect from the date of eligibility certificate or such lesser period as may be prescribed, provided that the last date shall not fall after completion of the operative period

5.6.11 Direct employment

Direct Employment shall mean employees on the pay roll of the company covered under Employees॰ Provident Funds and Miscellaneous Provisions Act, १९५२ and Employees॰ Provident Funds Scheme, १९५२ and for which Employees॰ Provident Fund (EPF) contribution is paid by the Eligible Unit and shall not include employees on the pay roll of contractors.

5.6.12 Classification of areas

For the purpose of administration of the incentive scheme under the Maharashtra Tourism Policy, २०१६, the State has been divided into five, viz. zone A, B, C and Special Tourism Zones and Special Tourism Districts as shown in Annexure-B.

5.6.13 Eligible Units

The unit falling in areas as classified above in A, B, C, and Special Tourism zones earmarked by DoT and Special Tourism districts of Sindhudurg, Aurangabad and Nagpur. Existing units expanding operations in the state with an investment of more than २५ % and १०% additional direct employment of their existing operations will also be considered. Of the additional direct employment generated § ८०% should be local employment.

In case where the eligible unit has:-

1. Maintained separate accounts of receipts and able to identify the receipts pertaining to the increased capacity, then the portion of the turnover of receipts eligible for benefits will be decided solely on the basis of such identification
2. Not maintained separate accounts of receipts and not able to identify the receipts in relation to increase in the capacity, then such benefits shall be calculated after applying the formula as under:
   Eligible turnover of receipts = (Turnover of receipts X increase in capacity)/ Total capacity after such increase

5.6.14 Implementing agency

For the purpose of registration and claiming of incentives under the Package Scheme of Incentives, २०१३ or any modifications thereafter, the Department of Tourism (DoT) is notified as the Registering Authority. The tourism unit after taking initial effective steps, shall apply to the DoT for registration for incentives in the prescribed form.

5.7 Effective steps

The effective steps shall comprise of (a) initial and (b) final steps:

5.7.1 Initial effective steps will include:

1. Effective possession of land by an eligible unit free from all encumbrances and with legitimate legal rights.
2. Registration in respect of company/co-operative society/Trust with the respective registering authority. In respect of partnership firm, evidence of execution of a partnership deed and requisite application with the payment of necessary registration fees with the Registrar of firms.
3. Submission of project report specifically mentioning the category of tourism activity (coverage) and the incentives that are proposed to be availed of by the eligible unit with all relevant details.
4. Copy of permissions from all concerned statutory and executive authorities from whom permission is required under various laws.
5. Registration with the respective authority.

5.7.2 The final effective steps shall mean and include:

1. Clearances, if any, from Central/State Government and other concerned authorities for implementing the project.
2. Arranging of finance for the project to the satisfaction of the incentives sanctioning authority.
3. Acquisition of fixed assets at site to the extent of 10% of the total fixed assets as envisaged for the project, and
4. Evidence regarding expenditure on the project, including advances and pre-operative expenses paid, aggregating to at least 25 percent of the capital cost envisaged for the project.



Maharashtra Tourism Policy Incentives

6 Fiscal Incentives

6.1 Classification of tourism units in Maharashtra

6.1.1 Mega Project classification and threshold limits

Government of Maharashtra realizes the multi-fold benefits of mega project investments in the tourism sector. A tourism unit will be awarded a mega/ultra- mega project status as per the Fixed Capital Investment (FCI) and the direct employment generated.

Tourism Units with Fixed Capital Investments and employing direct regular persons according to the threshold limits as stated in Table २, will be classified as Mega/ Ultra-Mega projects.

Table २ Mega project classification and threshold limits

Type of Units	Zone Classification	Fixed Capital Investment in INR crore[१]	Direct employment generation[१]	Time period for Investment (in months)
Mega project unit	A	१००	३००	६०
	B	५०	१५०	४८
	C	२५	७५	४८
	STZ/STD	१५	४५	३६
Ultra Mega project unit	Entire state	५००	७५०	८४

Note:

1. The eligibility is requested under employment generation, only direct employment will be considered for Mega/ Ultra Mega project status
2. For units providing direct employment to at least two times the threshold direct employment as mentioned in table 2; there will be 10% enhancement in IPS and a two year extension in eligibility period

6.1.2 Large tourism units

Large scale tourism units with investment more than Medium Services Enterprises as defined under the MSMED, Act २००६ but less than Mega projects, will be classified as large scale tourism units.

6.1.3 MSME tourism units

In accordance with the provision of MSMED, Act २००६, the MSME tourism units will be classified under service enterprises.

6.2 Basket of Incentives.

The Government of Maharashtra has declared tourism as an industry vide G.R.NO. MTC-०३९९/C.R.२०१/ Tourism dated ७th April, १९९९. Since tourism has a status of an industry, and has the greatest employment generating potential, a policy similar to the industrial policy is proposed for the tourism sector.

The Government of Maharashtra declares an Industrial Promotion Subsidy (IPS) for the promotion of tourism units in Maharashtra.

The quantum of incentives for such units shall be decided as per the provisions of IE&LD GR No. PSI-२०१३/C.R.- ५४/ Ind-८ dated April १, २०१३ and any subsequent GRs or Guidelines issued based on the decisions in the Cabinet Sub-Committee or High Power Committee.

Additional provision for tourism units will be made in the existing IPS of the state.

6.2.1 Fiscal incentives to Mega/Ultra Mega projects

Table ३ Basket of Incentives for the Mega/Ultra Mega projects

	A	B	C	STZ/STD	Ultra Mega project unit
Eligibility Period (in years)	१०	१०	१५	१५	२०
VAT reimbursement	५०% of VAT on local sales less Input Tax Credit or zero whichever is higher	७५% of VAT on local sales less Input Tax Credit or zero whichever is higher	१००% of VAT on local sales less Input Tax Credit or zero whichever is higher	१००% of VAT on local sales less Input Tax Credit or zero whichever is higher	१००% of VAT on local sales less Input Tax Credit or zero whichever is higher
Luxury Tax exemption	५०%	७५%	१००%	१००%	१००%
Entertainment Tax exemption	५०%	७५%	१००%	१००%	१००%
Electricity duty Exemption	५०%	७५%	१००%	१००%	१००%

Stamp duty and Registration charges exemption	५०%	७५%	१००%	१००%	१००%
Non-Agricultural Tax Exemption	Total exemption from Non-Agricultural Tax to all tourism projects owned by MTDC to be continued				
FSI	1. Base FSI will be 1.0 for all mega/ultra-mega tourism units. Additional FSI as permissible will be given with an additional premium at ready recknoner rates. This is subject to special restrictions in the zones, as specified by local bodies. 2. 80 per cent of the total area can be permitted for tourism and the remaining 20 per cent for the tourism support activities				
Licenses and Clearances	Tourism projects require various licenses and clearances like lodging house license, eating house license, Police permissions, license under the Shop & Establishment Act, and license under the Food & Drug Admin. Act etc. These licenses have to be renewed every year. By this Policy 2016, these licenses/permissions will require renewal every 5 years instead of the present annual renewal.				
Additional incentives for Special tourism zones and Special Tourism districts	1. No increase in water charges for a period of 10 years except urban area (i.e. Municipal Councils /Corporations area). However, any actual increase in the cost of operation of these services shall be recovered from the user as per the guidelines issued by the concerned Departments.				

Note:

1. Maximum incentive disbursement i.e. the monetary ceiling per year should be equal to FCI divided by the eligibility period.
2. The maximum IPS for A &B regions will be allowed up to 100 per cent of the Fixed Capital Investment or up to the completion of the eligibility period (as stated below) whichever is earlier. For C region 110 per cent of FCI will be allowed whereas for STD/STZ regions 125 per cent of FCI will be allowed.
3. The IPS will be made available to eligible units conforming to the list in Annexure 'B' and falling within the eligible areas for their respective period as mentioned in the table below.
4. The Principal Secretary, Department of Tourism will approve basket of incentives to all projects within the policy norms and guidelines. High Power committee, under the Chief Secretary will approve the higher incentives/ concessions and relaxing of conditions, on a case to case basis. If further incentives/ concessions and relaxing of conditions is sought, then the Cabinet Sub-committee on infrastructure will approve on a case to case basis.

Fiscal Incentives to Large units

Table ४ Fiscal incentives to large projects

	A	B	C	STZ/STD
Eligibility Period (in years)	७	७	१०	१०
VAT reimbursement	५०% of VAT on local sales less Input Tax Credit or zero whichever is higher	७५% of VAT on local sales less Input Tax Credit or zero whichever is higher	१००% of VAT on local sales less Input Tax Credit or zero whichever is higher	१००% of VAT on local sales less Input Tax Credit or zero whichever is higher
Luxury Tax exemption	५०%	७५%	१००%	१००%
Entertainment Tax exemption	५०%	७५%	१००%	१००%
Electricity duty Exemption	५०%	७५%	१००%	१००%
Stamp duty and Registration charges exemption	५०%	७५%	१००%	१००%
Non-Agricultural Tax Exemption	Total exemption from Non-Agricultural Tax to all tourism projects owned by MTDC to be continued			
FSI	1. Base FSI will be 1.0 for all mega/ultra-mega tourism units. Additional FSI as permissible will be given with an additional premium at ready recknoner rates. This is subject to special restrictions in the zones, as specified by local bodies. 2. 80 per cent of the total area can be permitted for tourism and the remaining 20 per cent for the tourism support activities			
Licenses and Clearances	Tourism projects require various licenses and clearances like lodging house license, eating house license, Police permissions, license under the Shops & Establishment Act, and license under the Food & Drug Admin. Act etc. These licenses have to be renewed every year. By this Policy 2016, these licenses/permissions will require renewal every 5 years instead of the present annual renewal.			
Additional incentives for Special tourism zones and Special Tourism districts	1. Additional FSI of up to 50 percent with a premium of the existing ready reckoner rates will be given to all tourism projects in STZs and STDs. This is subject to special restrictions in the zones, as specified by local bodies. 2. No increase in water charges for a period of 10 years except urban area (i.e. Municipal Councils /Corporations area). However, any actual increase in the cost of operation of these services shall be recovered from the user as per the guidelines issued by the concerned Departments.			

Note:

1. Maximum incentive disbursement i.e. the monetary ceiling per year should be equal to FCI divided by the eligibility period.

2. The maximum IPS for A &B regions will be allowed up to 100 per cent of the Fixed Capital Investment or up to the completion of the eligibility period (as stated below) whichever is earlier. For C region 110 per cent of FCI will be allowed whereas for STD/STZ regions 125 per cent of FCI will be allowed.
3. The IPS will be made available to eligible units conforming to the list in Annexure 'B' and falling within the eligible areas for their respective period as mentioned in the table above.

6.2.2 Fiscal Incentives to MSME units

Table ५ Fiscal incentives to MSME projects

	A	B	C	STZ/STD
Eligibility Period (in years)	५	५	७	७
VAT reimbursement	५०% of VAT on local sales less Input Tax Credit or zero whichever is higher	७५% of VAT on local sales less Input Tax Credit or zero whichever is higher	१००% of VAT on local sales less Input Tax Credit or zero whichever is higher	१००% of VAT on local sales less Input Tax Credit or zero whichever is higher
Luxury Tax exemption	५०%	७५%	१००%	१००%
Entertainment Tax exemption	५०%	७५%	१००%	१००%
Electricity duty Exemption	५०%	७५%	१००%	१००%
Stamp duty and Registration charges exemption	५०%	७५%	१००%	१००%
Non-Agricultural Tax Exemption	Total exemption from Non-Agricultural Tax to all tourism projects owned by MTDC will be continued			
FSI	1. Base FSI will be 1.0 for all mega/ultra-mega tourism units. Additional FSI as permissible will be given with an additional premium at ready reckoner rates. This is subject to special restrictions in the zones, as specified by local bodies 2. 80 per cent of the total area can be permitted for tourism and the remaining 20 per cent for the tourism support activities			

Licenses and Clearances	Tourism projects require various licenses and clearances like lodging house license, eating house license, Police permissions, license under the Shops & Establishment Act, and license under the Food & Drug Admin. Act etc. These licenses have to be renewed every year. By this Policy 2016, these licenses/permissions will require renewal every 5 years instead of the present annual renewal.
Additional incentives for Special tourism zones and Special Tourism districts	1. Additional FSI of up to 50 percent will be given to all MSME projects. This is subject to special restrictions in the zones, as specified by local bodies in these districts and zones 2. No increase in water charges for a period of 10 years except urban area (i.e. Municipal Councils /Corporations area). However, any actual increase in the cost of operation of these services shall be recovered from the user as per the guidelines issued by the concerned Department

Note:

1. Maximum incentive disbursement i.e. the monetary ceiling per year should be equal to FCI divided by the eligibility period.
2. The maximum IPS for A &B regions will be allowed up to 100 per cent of the Fixed Capital Investment or up to the completion of the eligibility period (as stated below) whichever is earlier. For C region 110 per cent of FCI will be allowed whereas for STD/STZ regions 125 per cent of FCI will be allowed.
3. The IPS will be made available to eligible units conforming to the list in Annexure 'B' and falling within the eligible areas for their respective period as mentioned in the table above.

7 Special incentives for key strategic interventions

7.1 Additional Incentives for Sustainable tourism units

1. For all units which have successfully classified under the sustainable tourism practices, there will be extension in the eligible time period of incentives. The extent of time period will be approved by the HPC
2. 100% re-imbursement on achieving the certifications and standards from the Eco-tourism society of India up to an amount of INR 1 lakh.

7.2 Additional Incentives for MICE units

1. For all units which are successfully classified under the MICE tourism practices, there will be extension in the eligible time period of incentives. The extent of time period will be approved by the HPC

7.3 Additional Incentives for women entrepreneurs

New Tourism Units owned and managed by women entrepreneurs (with minimum equity participation of 51% in the entity) and the differently-abled will be entitled to an additional time period of incentives. The extent of time period will be approved by the HPC.

7.4 Additional incentives for skill development programs

1. Industry bodies / chambers of commerce / recognized tourism and hospitality institutions etc. are encouraged to utilize their CSR funds for the development of tourism human resources for the state
2. Special tourism development courses and modules will be imparted in association with the hoteliers, tour operators, etc. Reimbursement of 100% of Course Fees, up to a maximum of INR 12,500 /- per person for course duration of a fortnight or more.
3. Monthly stipend of INR 7,500 /- to be given to tourist guides from the local areas who are registered under MTDC. This will be given for a period of three months. We will link it to NSDC affiliated schemes.

8 Annexure – A

8.1 Some definitions of eligible units (in detail)

8.1.1 Hotels

Hotel projects should have facilities expected of establishments in the १ to ५ star categories according to the guidelines for hotels of the Department of Tourism, Govt. of India, as applicable from time to time. Such hotels should also obtain category certificate from them. These units should have a minimum of २० lettable rooms with attached bathrooms. A public toilet should also be provided for visitors. Size of the rooms and bathrooms, AC facilities should be as per the norms prescribed by the Department of Tourism, Govt. of India for such hotels.

Privately owned forts and palaces can be converted in to heritage hotels and will also be considered.

8.1.2 Resorts

The Resort project should have a minimum of २० lettable rooms with attached bathrooms. Unless it is a hill station or a beach or a location, which, in the opinion of the Tourism Project Approval Group (TAG), does not require air conditioning, at least ३५% of the rooms should be air conditioned. The bathroom carpet area should admeasure at least ३.५ sq.m. It should have restaurant / dining hall with a seating area of minimum ४० sq.m. (Excluding kitchen and storage). It should have a telephone with STD facility. The plot on which resort is located should admeasure at least १०,००० sq.m. It should have, on its plot, a minimum open space (unbuilt area) of ६००० sq.m. It should have at least ४ of the following facilities.

1. Indoor games (e.g. Table – Tennis, Squash, Billiards, Bowling Alley, etc.) with a minimum built area of 25 sq.m.
2. Conference Room (Minimum carpet area of 30 sq. m)
3. Swimming pool
4. Tennis or Badminton Court or Golf or other outdoor games area.
5. A Health Club (minimum built-up area of 20 sq.m.)
6. A lounge (and measuring at least 35 sq.m.)

8.1.3 Health Farm

The Health Farm should be located in an area, which is free from pollution and noise, and have a generally salubrious and health-promoting environment. There should be at least २० lettable rooms with attached bathrooms. It should have at least six of the following facilities.

1. Health Club
2. Gymnasium
3. Yoga/Meditation Area
4. Outdoor Exercise Areas
5. Indoor Games
6. Outdoor Games
7. Swimming Pool
8. Classroom
9. Jogging Tracks
10. Horse Riding facility

It should include a farm to grow fruits, vegetables, herbs, and grains (admeasuring at least ५०० sq.m.). It should be located on a plot admeasuring at least ५००० sq.m. It should have medical, paramedical personnel, alternative system of Medicine, Health Specialist, Diet Specialist, and such other full time staff of at least two persons.

8.1.4 Motels and wayside amenities

The Motel Project should be located on a National Highway, State Highway or Main District Road (MDR) or within a distance of १.५ km, १ km or १/२ km. respectively from such highways/MDR. It should have at least १० lettable rooms and all the lettable rooms should have attached bathrooms. The plot on which the motel is located should admeasure a minimum of १५०० sq.m. It should have restaurant/dinning hall all with sitting area of minimum ३० sq.m. (Excluding kitchen, storage). The double rooms and single rooms

should have minimum carpet areas of १२ sq.m and १० sq.m respectively. The bathroom carpet area should admeasure at least ३ sq.m. It should have telephone with STD facility. It should have public toilet and first aid center. It should have car parking area @ ५ sq.m per room. The rooms should have adequate furniture, fixtures and linen. The ownership/lease of land and land use should be in order.

Wayside amenities will be a common facility center on the National Highways, State Highways, and Major District Roads or within a short distance from such roads. They should ideally have (a) Food Plaza; (b) Public Convenience; (c) ATM/Banking; (d) Emergency/Medical Facilities; (e) Communication Centre; (f) Petrol Filling Station and Auto Services. For wayside amenities to be eligible for these incentives, they must have (a), (b), (c), (d) and (f) among the facilities mentioned above.

8.1.5 Apartment hotel

Apartment Hotel projects should have a minimum of १२ lettable apartments. An individual apartment should have a minimum of two rooms and a kitchenette. The carpet area of an apartment should not be less than ३० sq.m. Each apartment should have at least one bathroom attached to the bedroom. There should be a telephone facility in each apartment. At least ५०% of the apartments should have air-conditioned bedrooms. It should have at least two of the following four facilities:

1. Indoor Games
2. Swimming Pool
3. Tennis, Badminton or such other Outdoor Games
4. A Health Club

It should have adequate apartment cleaning and housekeeping facilities. There should be २४ hour running cold and hot water supply to all apartments. There should be a parking facility of ५ sq.m per apartment. The centralized kitchen, pantry, restaurant, shopping arcade, lounge, refrigeration, linen, storage housekeeping and such other areas should admeasure at least १०० sq.m of carpet area. The kitchenette should be equipped with kitchenware, cooking gas and dinnerware to meet the needs of at least three inmates simultaneously. All apartments should have a T.V. set.

8.1.6 Water sports

Water sports projects should be set up at a beach or, lakeside or, riverside along with a pontoon/jetty. It should offer at least two water sport facilities. Parasailing, water-scooters, hovercraft and water-skiing are examples of such facilities. In addition to investment in boat and outboard motor, it should make an investment of at least Rs.५ lakhs in water sports equipment. It should have adequate changing rooms, showers, lockers, and separate toilet blocks for ladies and gents. It should have a restaurant. It should have trained staff for implementation of safety norms prescribed by the Government of Maharashtra.

8.1.7 Arts and crafts village

The Arts and Crafts village project will consist of a minimum of one acre land with facilities like space to work for at least १० artisans to display different crafts, an exhibition area of not less than १००० sq.ft. a multipurpose hall for folk shows, performing arts and film screening etc. A restaurant and toilet blocks should also be provided.

8.1.8 Golf course

A Golf Course Project should have a minimum of ९ holes. The land area should not be less than १० Hectares. The design and drainage should be so worked out that there is no water logging. There should be a reliable system for adequate water supply. It should have a satisfactory club house. It should offer clear access to tourists who are not its members to play golf and the charges in this regard should be transparent and consistent. Adequate parking for at least २५ vehicles and public toilet facility should also be available.

8.1.9 Camping and tent facilities

"Camping and tent facilities should have clear ground admeasuring at least १००० sq.m. It should have tented accommodation capacity for at least २० persons. There should be a minimum of १० tents. The gross carpet area of tents should admeasure at least २०० sq.m. All the tents should have attached toilets. The tents should be put on a platform raised to a minimum of २.५ feet above the ground. The tent site should have adequate security. The site should have eco-friendly structures admeasuring at least २०० sq.m. for such purposes as food, recreation, relaxation and lockers. It should have adequate electricity, water supply, sewerage disposal and drainage facility."

8.1.10 Amusement Park

"An Amusement Park should have at least ८ amusement rides. There should be a minimum investment of Rs.५० lakhs in amusement rides/aids. This pertains to the cost of equipment alone. It should have a minimum area of २०००० sq.m."

8.1.11 Water Park

"A Water Park project should have an area of ५ acres and minimum of five water sites. It should have the capacity to handle at least १०० slides simultaneously. It should have trained supervisors for implementation of safety norms. It should have restaurants and adequate changing rooms, lockers, showers and separate toilet blocks for ladies and gents."

8.1.12 Ropeway

"The Ropeway should be mechanized and motor driven. The horizontal length may be about ५०० meters but it can be slightly less if the location demands so. It should be comfortable for the passengers and free from noise. It should have capacity to carry minimum २०० passengers per hour. The cabins should leave at brief intervals so that transportation is continuous and waiting time is minimum. It should have thyristar control of main drive motor or comparable device to ensure smooth acceleration and deceleration. It should have an emergency brake in addition to the normal brakes. The cabins should be sturdy and aesthetic. It should have full capacity generator set to drive the ropeway in case of power failure. The facilities should be created in compliance with the provisions of the Ropeway Act."

8.1.13 Heritage hotel

"A Heritage hotel should be a palace, a haveli, a darbargrih of any building, built in a traditional style, prior to १९५०. The façade, architectural features and general construction should have the distinctive qualities, ambience, and décor consistent with a traditional lifestyle. It should have minimum १० lettable rooms. The facilities and the features along with the services should be as per the guidelines of the Department of Tourism, Government of India as applicable from time to time."

8.1.14 Convention Centre

"A Convention Centre should be located on a plot admeasuring at least ३००० sq.m. It should have capacity to seat at least ७५० persons. The capacity should be so organized that it is possible for at least ५ separate conference events to run simultaneously. The conference/convention units should have adequate acoustic facility. At least ७५% of the convention Centre॰s capacity should be air-conditioned. It should have a vehicle parking facility of at least २ sq.m per seat. All conference/convention areas should be equipped with modern public address system, slide projection, video screening and such other facilities. It should possess its own equipment. It should have a restaurant, cafeteria of adequately covered and comfortable area to cater to at least ५०० persons simultaneously. The area excluding kitchen, should admeasure at least ५०० sq.m. It should have STD telephones, first aid center, Fax and e-mail and photocopying facilities. The quantum of such facilities should be consistent with the size of the complex."

8.1.15 Caravan tourism

"It may be motorized/vehicle-based. It should have capacity to handle simultaneously at least ३० participants, if it is operated with the aid of motorized vehicles. It should operate at least three months in a year. It should have operated for at least three months before seeking the approval of the State Tourism Committee."

8.1.16 Shacks

Erection of temporary beach Shacks/ Deck Beds/Umbrellas/Huts and other temporary seasonal structures for the years from २०१६ -२०२६.

Validity of License: The License so issued by MTDC, shall be valid for ५ years from २०१६ to २०२१; however the temporary structures shall be allowed to be erected only for the period from १st September to ३१st May only. All structures permitted by the above license shall stop operation by ३१st May and remove the structure by १०th June.

8.1.17 Adventure Tourism Projects

"An adventure tourism project should provide required equipment with trained staff to maintain and run the activity. The requisite permissions from local authorities as well as permission/provision from safety angle must to be obtained/made. Minimum facilities like restaurant (wherever required), drinking water supply, staying arrangements (wherever required), toilet etc. should be provided."

8.1.18 Medical Tourism

Units engaged in the following range of treatments will be classified as Medical Tourism Units §

1. Yoga centers
2. Ayurveda centers
3. Destination Spas
4. Wellness centers

8.1.19 Hill station

Subsequent to the launch of the New tourism policy -२०१६, separate guidelines will be issued for the Hill Stations.

8.1.20 Theme Parks

Subsequent to the launch of the New tourism policy -२०१६, separate guidelines will be issued for the Theme parks.

9 Annexure – B

9.1 Detailed classification

Zone A	Mumbai, Mumbai Suburban District, Navi Mumbai, Thane and Pune Municipal Corporation and Pimpri Chinchwad Municipal Corporation Areas
Zone B	All Municipal Corporations (except areas in Zone A and special tourism districts of Sinddhudurg, Aurangabad and Nagpur and special tourism zones) and A Class Municipalities.
Zone C	All districts of Maharashtra except areas of Zone A, B and Special tourism districts
Special Tourism Districts	Districts of Sindhudurg, Aurangabad and Nagpur
Special Tourism Zones	High potential zones to be earmarked by DoT

10. This Government resolution of Maharashtra Government is available at the website www.maharashtra.gov.in. Reference no. for this is 201605051328361423. This order has been signed digitally.

By order and in the name of the Governor of Maharashtra,

Valsa R. Nair Singh

Digitally signed by Valsa R. Nair Singh
DN: c=IN, o=Government Of Maharashtra, ou=Tourism And Cultural Affairs Department, postalCode=400032, st=Maharashtra, 2.5.4.20=3d247d5da6bcbfdaa11e2c5849d798d7a4166b9383caae837665a4e85bf1dfb6, cn=Valsa R. Nair Singh
Date: 2016.05.27 15:55:24 +05'30'

(Valsa R.Nair Singh)

Principal Secretary to Government of Maharashtra

To,

1. The Secretary to Governor
२. The Principal Secretary to Chief Minister
३. The Private Secretary to Minister (Finance)
4. The Private Secretary to Minister (Industries)
5. The Private Secretary to State Minister (Energy)
6. The Private Secretary to State Minister (Industries)
7. The Private Secretary to State Minister (Finance)
8. The Private Secretary to State Minister (Tourism)
9. The Chief Secretary
10. All Additional Chief Secretaries /Principal Secretaries in Mantralaya
11. All Divisional Commissioners
12. All Collectors
13. All Chief Executive Officers of Zilla Parishad.
14. Chairman, Maharashtra State Electricity Board, Mumbai
15. Managing Director, State Industrial and Investment Corporation of Maharashtra (SICOM), Mumbai
16. Managing Director, MTDC Ltd., Mumbai
17. Managing Director, MSFC Ltd., Mumbai
18.The Chief Executive Officer, MIDC Ltd., Mumbai
19.All Deptts, of Mantralaya
20. The Accountant General, Maharashtra-I, Mumbai
21. The Accountant General, Maharashtra-II, Nagpur,
22. The Pay & Accounts Officer, Mumbai
23. The Resident Audit Officer, Mumbai.
24. The Director General of Information and Public-Relation, Mumbai with a request to issue suitable Press Note and arrange for giving wide publicity to the resolution:.
25. Development Commissioner (Industries), Mumbai
26. The Secretary (Tourism), Ministry of Tourism, Government of India, New Delhi.
27.Hotel & Restaurant Association (Western India), Mumbai
28. Regional Director, Bharat Sarkar Tourist Office, Mumbai
29. Travel Agents of India, Mumbai

३०. Tour and Transport Operator`s Association of India, Mumbai
३१. Indian Association of Amusement Park and Industries, Mumbai
३२. All Public Sector Undertakings, Government of Maharashtra
३३. Adventure Tourism Operators Association
३४. Indian Association of Tour Operators,(I.A.T.O.)
३५. Confederation of Indian Industry (C.I.I.)
३६. Federation of Indian Chambers and Commerce and Industries (F.I.C.C.I)
३७. ASSOCHAM.